



IRENE KOENIG



ANN WOOD



STAN O'BROCKTA



MARY PUGH



ESTHER HILLMANN

KRESGE NEWS Honors Top Reporters from Each Region

Five KRESGE NEWS reporters, one from each region, won Reporter of the Year awards for 1969. There was also an abundance of honorable mentions — a total of 29. These outstanding people were selected from a field of over 900 reporters representing stores in the United States and Puerto Rico.

What makes a good reporter? A sharp ear for human interest tidbits, accuracy and completeness in reporting and a constant desire to observe deadlines are all traits of good KRESGE NEWS reporters. Each year, the editors get together and choose the best reporter from each region in recognition of their well-written and well-photographed monthly contributions to their employees' newspaper.

CENTRAL REGION

An honorable mention last year, Stan O'Brockta, Kraige 28, Cleveland, Ohio, has now received the status of best reporter in his region. He has been with the Kraige Company 13 years, all of them at 28. Two of these years were spent as a KRESGE NEWS reporter.

Stan's many jobs around the store include trimming windows, painting counter signs and display work. He states: "As I am all over the floor, I am able to observe and ask for any available news."

Besides the counter signs he paints for 28, Stan also does sign work for over a dozen stores in the Cleveland area in his spare time. Photography is another well-loved hobby of his; he owns five cameras and claims his wife is his favorite model.

No-Iron Sheets Rise in Popularity

No-iron fashion sheets are growing in popularity with the American housewife, states Buyer Raymond G. Werschky.

The buyer reports Cannon's newest "Daisy Lace" no-iron sheets that appeared in Kraige, K mart and select Jupiter stores at the end of the year are selling like specials. This pattern is made in standard sizes now and Cannon hopes to have king and queen size soon. Pink is the best selling color although the pattern can be purchased in blue and gold.

Because they were so popular in 1969, the company did more business in fashion sheets than in plain white sheets. *Young America* is asking for fancy fashion goods for every room in the house.

Says Mr. Werschky: "The sheet business has grown rapidly in the last few years. All sheets generate about one-third of the total dry goods business."

EASTERN REGION

A nine-time recipient of the top reporter honor for her region, Esther Hillmann tries to make gathering the news a part of her daily job as personnel supervisor. She also trains and supervises all shift line departments.

Esther has been with the company for 18 years and has spent the last 13 years at Kraige 65, Trenton, N.J. She has been store reporter for the past ten years and except for an honorable mention in her first year, has won top honors each year.

Besides leading an active life at Kraige 65, Esther is also involved in extra-corporporate activities, including church work. She is a member of her church's missionary society, secretary of the "In-betweeners" and is a member of her pastor's advisory board and of the nursery staff. Each year this top-notch reporter works with the Delaware Valley United Fund as the key woman for the store. According to Esther, these activities, her job and eight grandchildren keep her mighty busy.

Asked whether there were any rewards that she received as store reporter, Esther replied: "It is very satisfying to see our store in the news. We eagerly look forward to the arrival of our paper every month."

MIDWESTERN REGION

Reporter of the Year for the Midwestern Region is Irene Koenig, bookkeeper at K mart 4095, Joliet, Ill., and a 21-year member of the company.

As store reporter for the last 14 years, Irene gathers her news by visits among the store's employees. By being reporter, Irene feels she gets the opportunity to become better acquainted with her fellow staffers and it also provides a closer relationship with them.

Irene writes: "Also there is the satisfaction of seeing 4095 represented in the KRESGE NEWS."

This chief newsgatherer leads an active social life. She is a member and reporter for the Kraige-line and K mart Klippers. Irene's hobbies include astrology, numerology, coin collecting and photography.

SOUTHERN REGION

Mary Pugh, credit supervisor at K mart 4063, Alexandria, La., says gathering news at 4063 is a store-wide project. All employees contribute newsworthy tidbits.

This Southern Region Reporter of the Year believes that being involved in all store activities helps in gathering news. Another added factor is the camera department's willingness to take pictures whenever necessary.

Mary states: "It's always a pleasure to share the accomplishments and successes of the store with the rest of the Kraige family."

She's been a member of the same family at 4063 for four years now, two of them working as a KRESGE NEWS reporter.

When she's not finding out the "who, what, when, where or why" of an event, Mary indulges in a few outdoor activities like badminton, swimming or fishing. Sewing and reading also top her list of favorite hobbies.

WESTERN REGION

Another personnel supervisor accorded the honor of best reporter in her region is Ann Wood, K mart 4187, Denver, Colo.

Having been an employee of the company for three years now, she has been with 4187 since its grand opening. Ann "inherited" the reporter's job two years ago along with the job of personnel supervisor.

News is readily available to Ann at weekly store meetings. If an outstanding event is planned, she notifies the accommodating camera department manager who finds that taking photos for the KRESGE NEWS is one of his more pleasant assignments.

Although she does not have a special pastime, Ann enjoys reading, music, growing roses, swimming and ice skating.

Ann writes: "I find most people very interesting and therefore enjoy my work tremendously."

"It is a rewarding year that 4187 is in the NEWS. Employees feel proud when a co-worker's name is mentioned and when credit is given to promotions of assistants and managers who have climbed higher on the ladder of success. We feel we have helped and belong to a wonderful organization."

HONORABLE MENTION

Central Region: Barbara Peters, 4145, Mt. Clemens, Mich.; Agnes Poqueta, 4096, Saginaw, Mich.; Maxine Matthey, 4124, Terra Haute, Ind.; Joann Yotkowich, 117, Terra Haute, Ind.

Eastern Region: Clara Squires, 63, Brockton, Mass.; Deborah Graywack, 62, Conshohocken, Pa.; Geri O'Day, 76, Erie, Pa.; Pat Weber, 4010, Pittsburgh, Pa.; Irene Cain, 4113, Erie, Pa.; Helene Boucher, 110, Lowell, Mass.

Midwestern Region: Sharon Modlin, 4522, Newton, Ia.; Marge Straus, 4048, Springfield, Ill.; Josephine Veneczel, 4026, St. Joseph, Mo.; Regina Everett, 555, Jennings, Mo.; Norma Hallberg, 112, Rockford, Ill.

Western Region: Margaret Lyons, 414, Essex, Md.; Amy Logsdon, 624, Louisville, Ky.; Nell Dean, 660, Norfolk, Va.; Ariene Caldwell, 4046, Hot Springs, Ark.; Kathleen Blackhoff, 717, Atlanta, Ga.

Special recognition goes to Mrs. Harvey Chapman, wife of Harvey E. Chapman, general traffic manager, who contributed 27 homemade dresses to the drive. Mrs. Chapman did not want her donations entered in the contest.

Judge of Kraige's Ruth Alden Dress Contest were Myrtle Meyer, suggestion system secretary; Mary Jane Toth, secretary, and Margaret Washburn, secretary.

Kraige Introduces Tailored Styles In Blouse Program

A blouse program that has been followed for 11 years has been dropped in favor of two new tailored blouses made to look and feel like silk.

The standard \$1.99 blouse is now discontinued for \$2.99 blouses of 80 percent dacron polyester and 20 percent combed cotton cloth by Klopman. The two new blouses are both in basic styles that can be worn for all kinds of activities, from sports to shopping at the local supermarket.

Associate Edmund S. Sly talked about the reason behind the introduction of tailored blouses into Kraige stores: "In the interest of garments of finer quality, we felt it was time for a change."

The tailored blouses have rolled-up sleeves and come in an assortment of colors. The stamp of "permanent press" makes this shirt a must for all busy women housewives.



WILL YOU BE MY VALENTINE? A perfect way of saying those special words is to surprise that certain someone with a 4-16 box of Scherff's assorted chocolates, designed exclusively for the Kraige Company. This tasty Valentine treat is at Kraige and K mart stores for only \$7.97.